

The shifting balance between retail and food service

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from **IGD**





Looking back on
2021

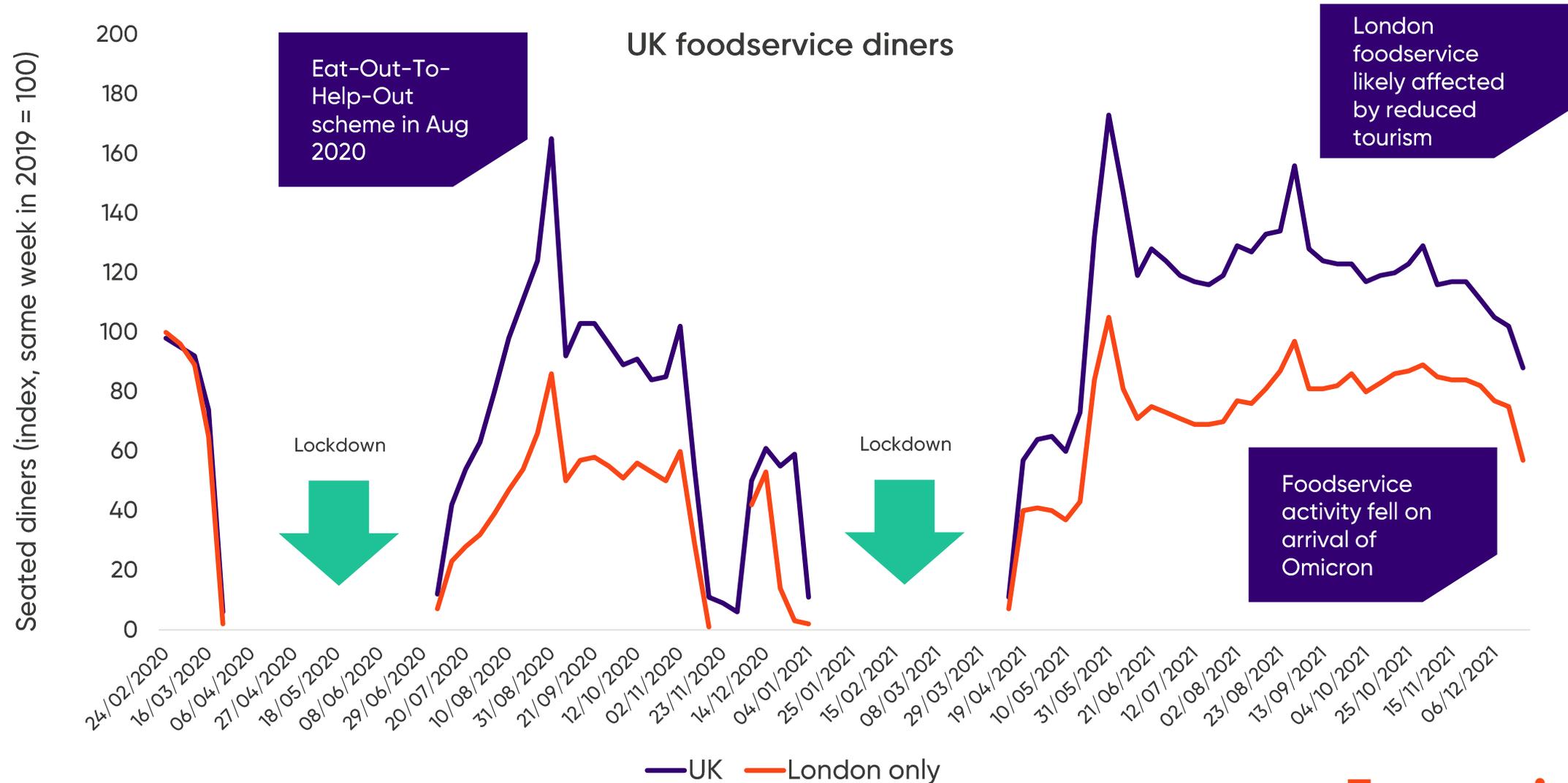


The blurring
between retail
and foodservice



Drivers of
performance in
the UK

Omicron has impacted foodservice



Unwrapping Christmas 2021





Looking back on
2021



The blurring
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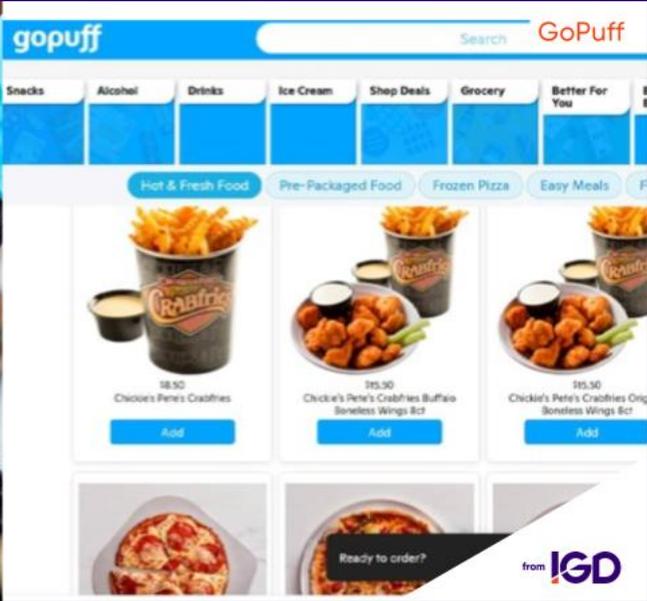


Drivers of
performance in
the UK





The new kid on the block



from IGD



The agile operator

IGD



The loyalty seeker

from IGD



Looking back on
2021



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and food service



Drivers of
performance in
the UK

10 drivers of change

1 / Economic recovery

2 / Inflation/consumer spend

3 / K-shaped recovery

4 / Labour market

5 / Supply chain challenges

6 / Consumer/shopper behaviour

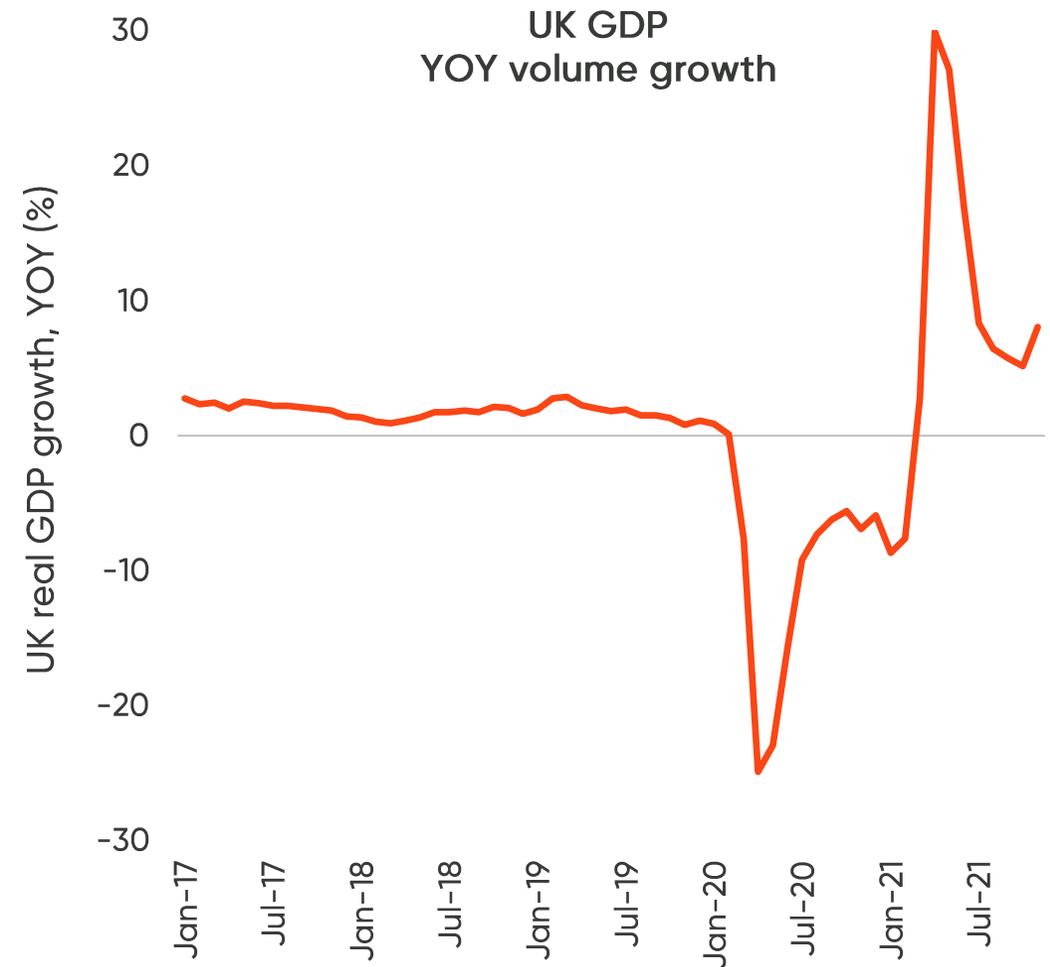
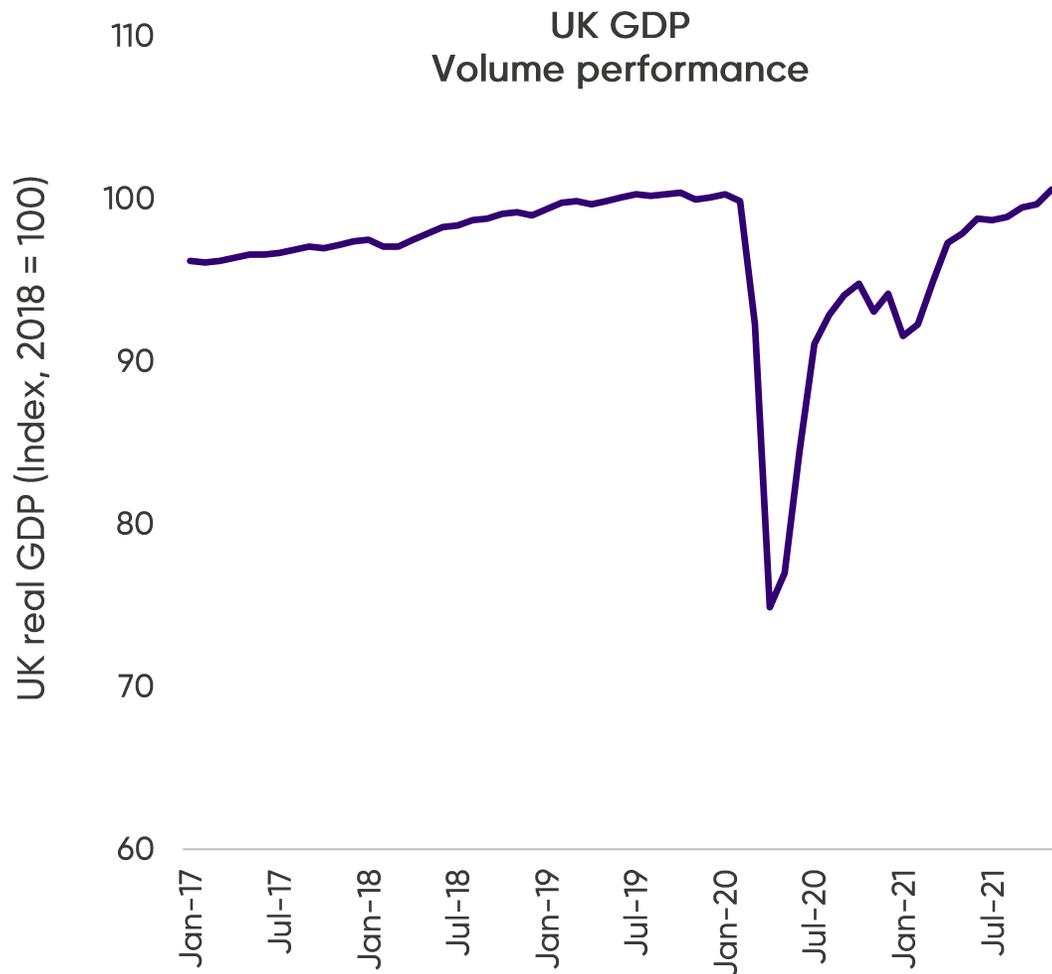
7 / Changing working patterns

8 / Mobility and travel patterns

9 / Sustainability

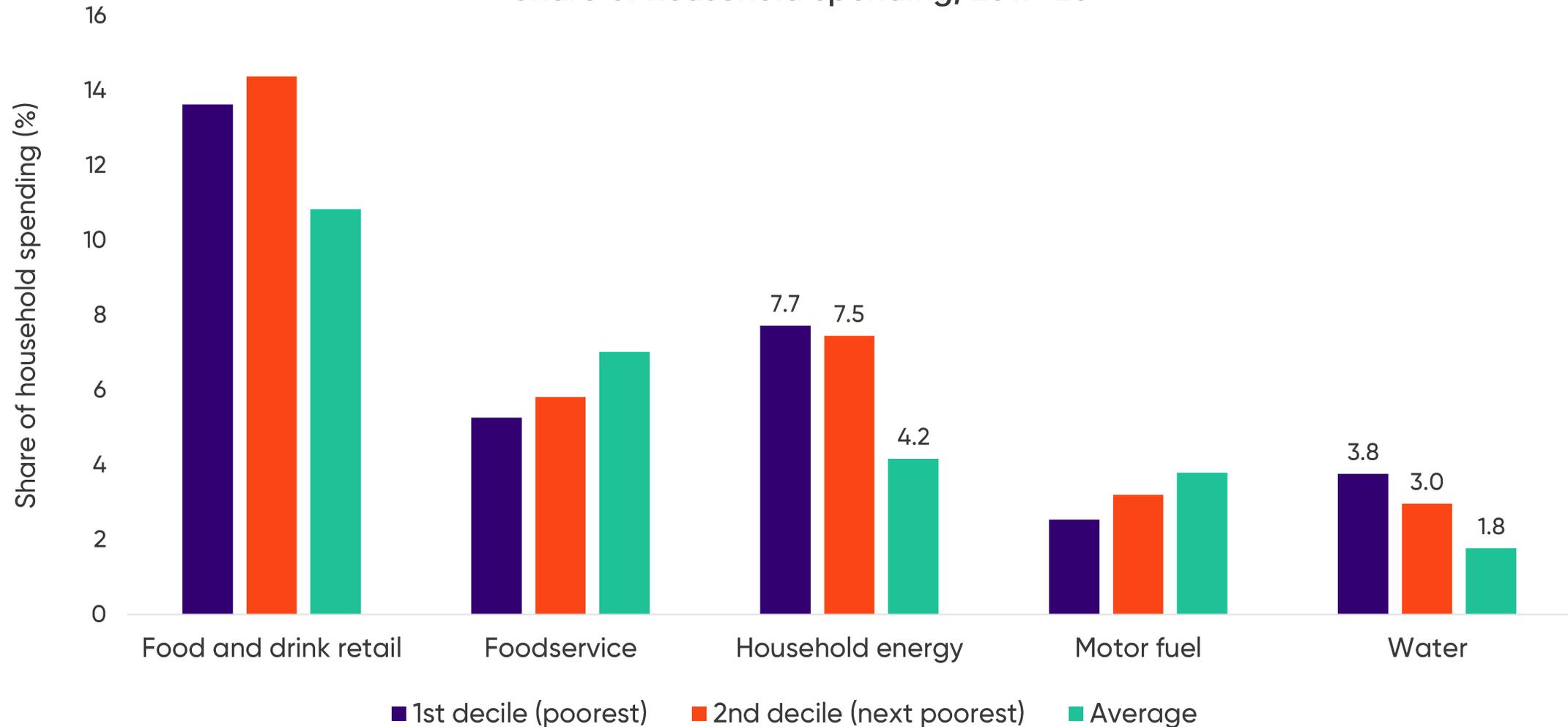
10 / Attitudes to health

Economic recovery is slowing

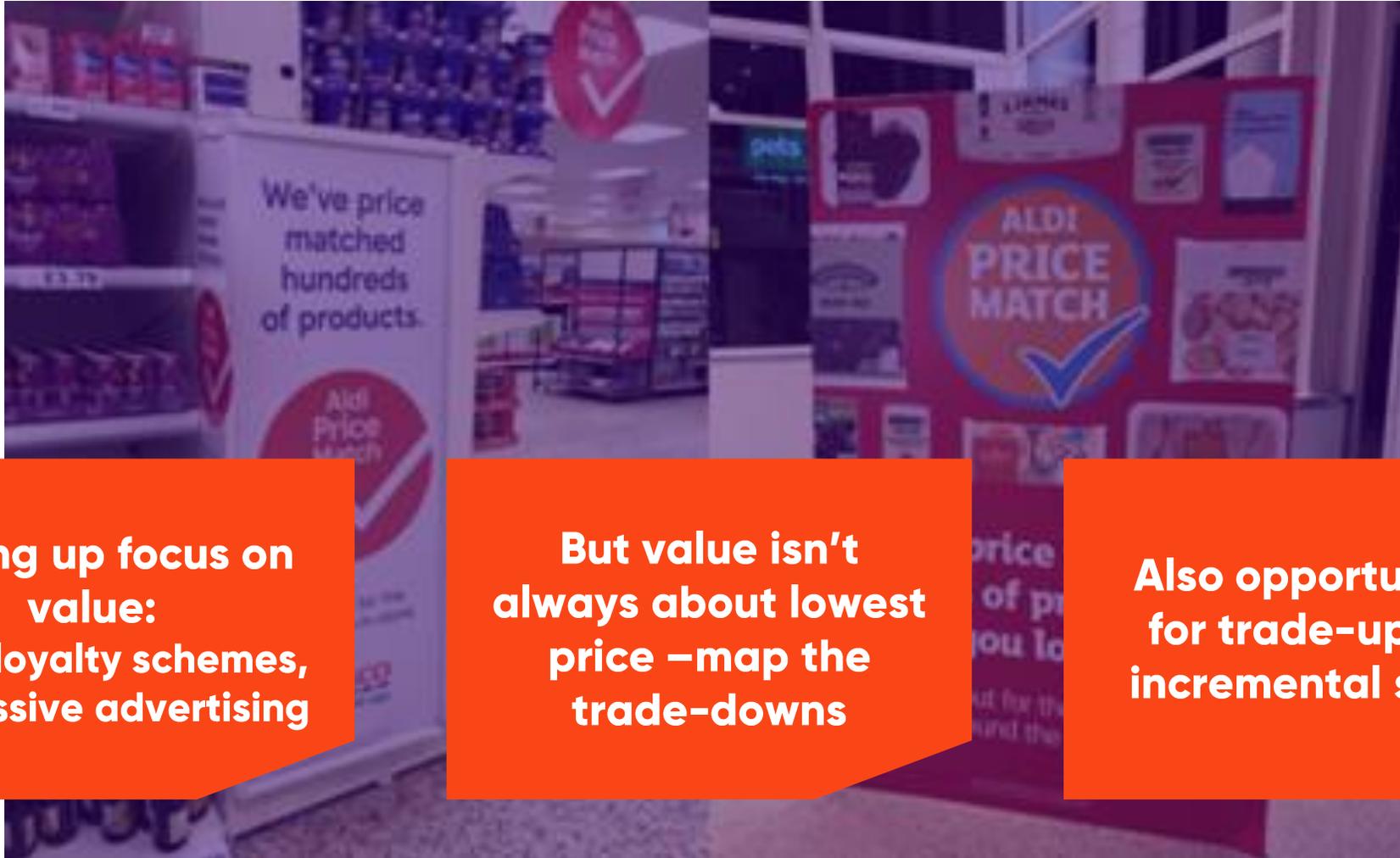


Energy cost impacts are uneven

Share of household spending, 2019-20



Households face financial pressures – but perspectives on value will be relative

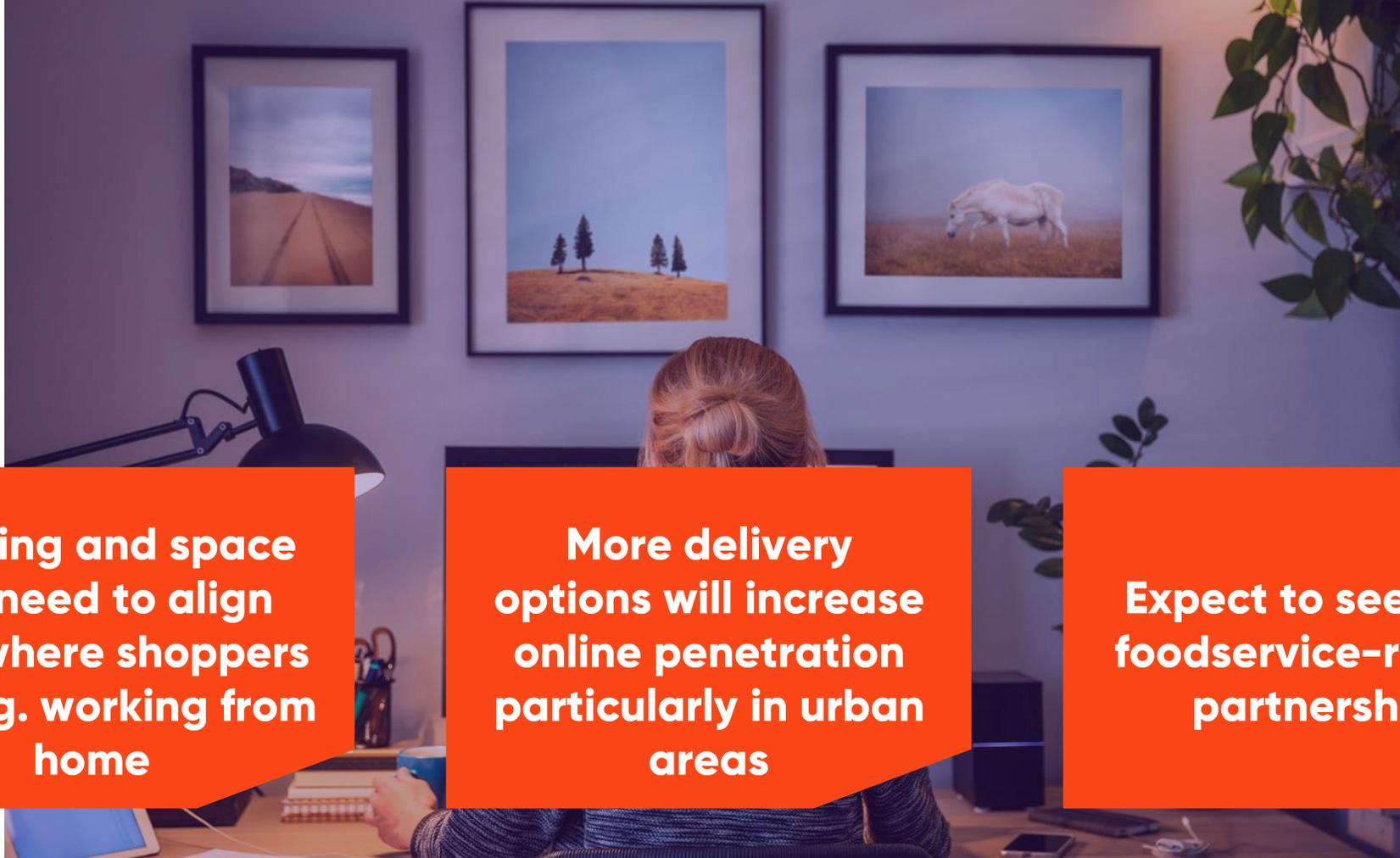


**Dialing up focus on value:
EDLP, loyalty schemes,
aggressive advertising**

**But value isn't
always about lowest
price –map the
trade-downs**

**Also opportunities
for trade-up and
incremental spend**

Changing working patterns: where will shoppers be?

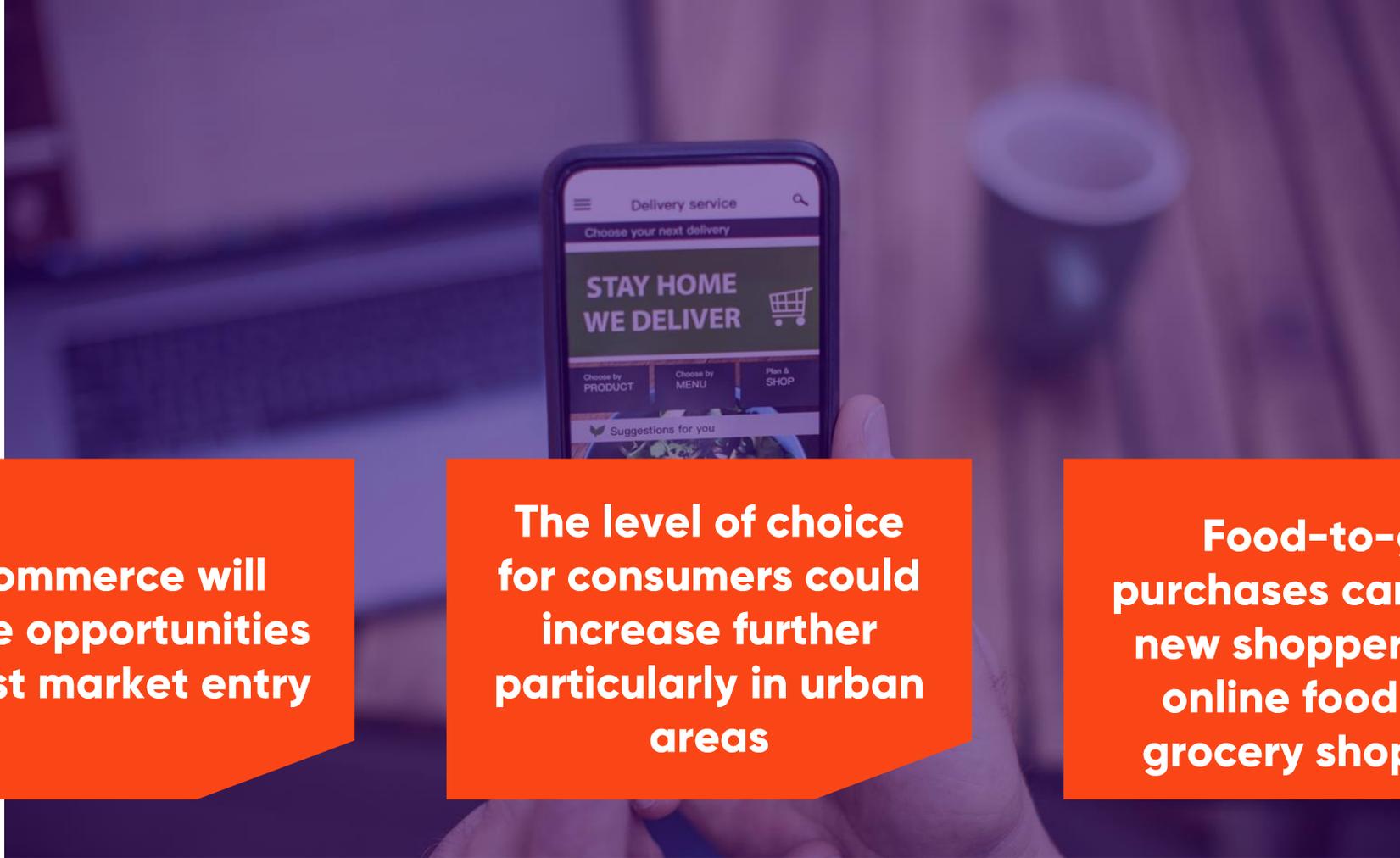


**Ranging and space
will need to align
with where shoppers
are e.g. working from
home**

**More delivery
options will increase
online penetration
particularly in urban
areas**

**Expect to see more
foodservice-retailer
partnerships**

Growth of online and delivery: where will the competition come from?



Q commerce will create opportunities for fast market entry

The level of choice for consumers could increase further particularly in urban areas

Food-to-go purchases can bring new shoppers into online food and grocery shopping

Sources of support and information

www.igd.com/social-impact

www.igd.com/about-us/newsletters1

The screenshot shows the IGD website's 'Social Impact' section. At the top, there's a navigation bar with 'IGD.com', 'Retail Analysis', 'Shopper Visits', and 'Supply Chain Analysis'. Below that, a search bar and a main banner with the text 'Social Impact' over a green leaf background. The main content area is titled 'Social Impact' and features five cards: 'People from IGD', 'Health from IGD', 'Sustainability from IGD', 'Economics from IGD', and 'Social Impact report'. Each card has a brief description and a 'Find Out More' button. The 'Social Impact report' card also includes a 'Read More' button.

People from IGD
Equipping everyone with the capability and potential to thrive in the workplace
[Find Out More](#)

Health from IGD
Making healthy, sustainable diets easy for everyone
[Find Out More](#)

Sustainability from IGD
Enabling strategic thinking and action to accelerate progress towards a sustainable food system
[Find Out More](#)

Economics from IGD
Helping food and consumer goods companies, big and small, understand the big picture
[Find Out More](#)

Social Impact report
IGD brought the food and consumer goods industry together to deliver genuine social impact across some critical issues in 2020
[Read More](#)

The screenshot shows a newsletter layout. At the top, there's a header with 'Economics' and 'from IGD' over a background image of hands holding a card. Below that, a section titled 'Food and consumer goods industry update' is followed by a summary of key economic developments. The content includes three bullet points with links: 'Absence update', 'Five-day self-isolation option', and 'Availability update'. A final bullet point is 'Temporary relaxation of drivers' hours'. Each link is preceded by a small red triangle icon.

Economics
from IGD

Food and consumer goods industry update

A summary of the key economic developments, including:

- [Absence update](#)
- [Five-day self-isolation option](#)
- [Availability update](#)
- [Temporary relaxation of drivers' hours](#)

Keep in touch

Customer support team: AskIGD@igd.com



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